

Web Copywriting Skills (incl. SEO)

Harness the great power of organic website marketing.

What's SEO? It stands for "search engine optimisation": the process of getting web traffic from the "free", "organic", "editorial", or "natural" results on search engines.

The philosophy of modern search has moved away from starting with information and connecting it to an audience, to starting with the user and customising the result page to them. This course unpacks, for beginners, the building blocks of doing that.

(Why's that important? Because web copy and print copy are not the same thing. What companies desperately need are writers who are skilled at producing home pages, info pages, sales pages, emails and e-newsletters. While there will always be a need for offline copywriters, the area of real growth is, and is going to be, online.)

Course duration:

Workshop (group) format: 1 x full day (08h30-16h00)

Course outcomes:

1. Defining Search Engine Optimisation
2. Unpacking web user behaviour
3. Writing for print vs writing for web
4. The 'old' way (pre-2015) vs the 'new' way
5. What's Google Trust (and algorithms)?
6. Synonyms, specifics, keywords, and chunking
7. Heads, subheads, bolding and links
8. Visual tricks to aid scanning
9. The basics of meta-data and back-end

Please note: Final course content may deviate slightly from what's described above.

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